



Brand Guide

Pages That Speak: Our Voice & Visual Story



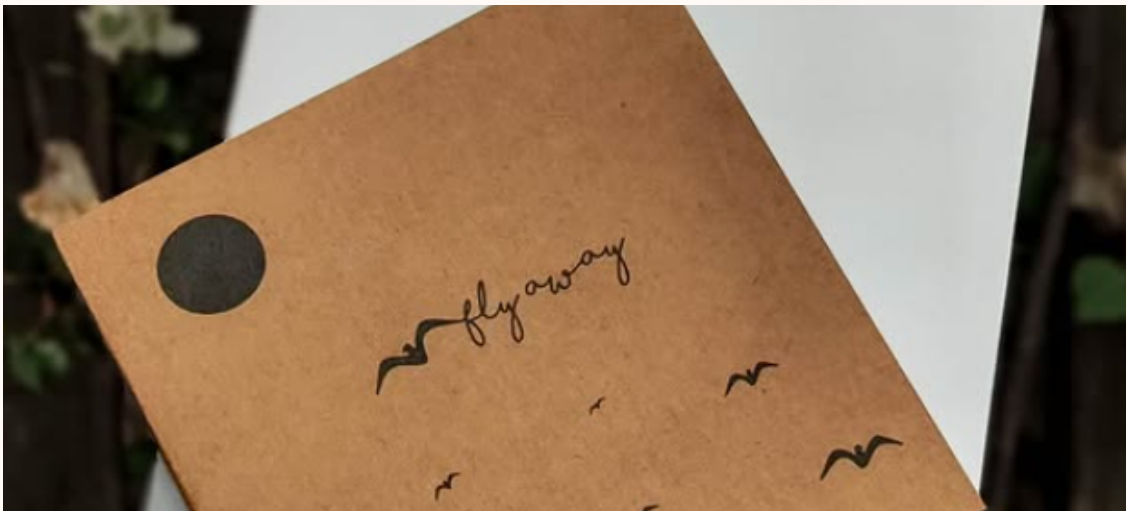
To create mindful stationery
that inspires everyday rituals
of writing, sketching, and
reflection.

THE PAPER COLLECTIVE

"To be India's most loved
stationery lifestyle brand,
blending heritage craftsmanship
with modern mindful living."

THE PAPER COLLECTIVE

BRAND PHOTOS



BRAND LOGO

Primary Logo

The Paper Collective logo combines **bold typography with minimal line art to reflect both strength and creativity**. The logo type is set in a bold, geometric sans-serif (similar to Montserrat Bold), ensuring clarity, legibility, and a modern presence. Above the text, a series of stylized trees symbolize ideas, growth, and the brand's eco-conscious values, while the clean, minimal line work keeps the aesthetic versatile across mediums. The framed edges provide structure and balance, making the logo adaptable for packaging, social media, and print, while reinforcing the brand's premium yet mindful identity.



BLACK AND WHITE



BRAND ADJECTIVES

Inviting
Timeless
Grounded
Sustainable
Aspirational
Rooted in Madras

Warm
Mindful
Artisanal
Premium
Creative
Affordable

BRAND ADJECTIVES

WE ARE

Warm
Mindful
Creative
Sustainable
Aspirational
Affordable

WE ARE NOT

Rigid
Corporate
Cold
Loud
Generic
Transactional



Our Community

The Paper Collective is more than notebooks — it's a shared ritual of writing, reflection, and creativity.

- **Hashtags:** #ThePaperCollective
#PagesOfMadras
- **UGC Idea:** Invite journaling prompts, sketching challenges, and gifting stories.
- **Engagement:** Feature customer pages & stories on Instagram to build belonging.

Voice and Tone

Warm, mindful, aspirational — we speak like a trusted companion, not a supplier.

- **Instagram → Aspirational & relatable**

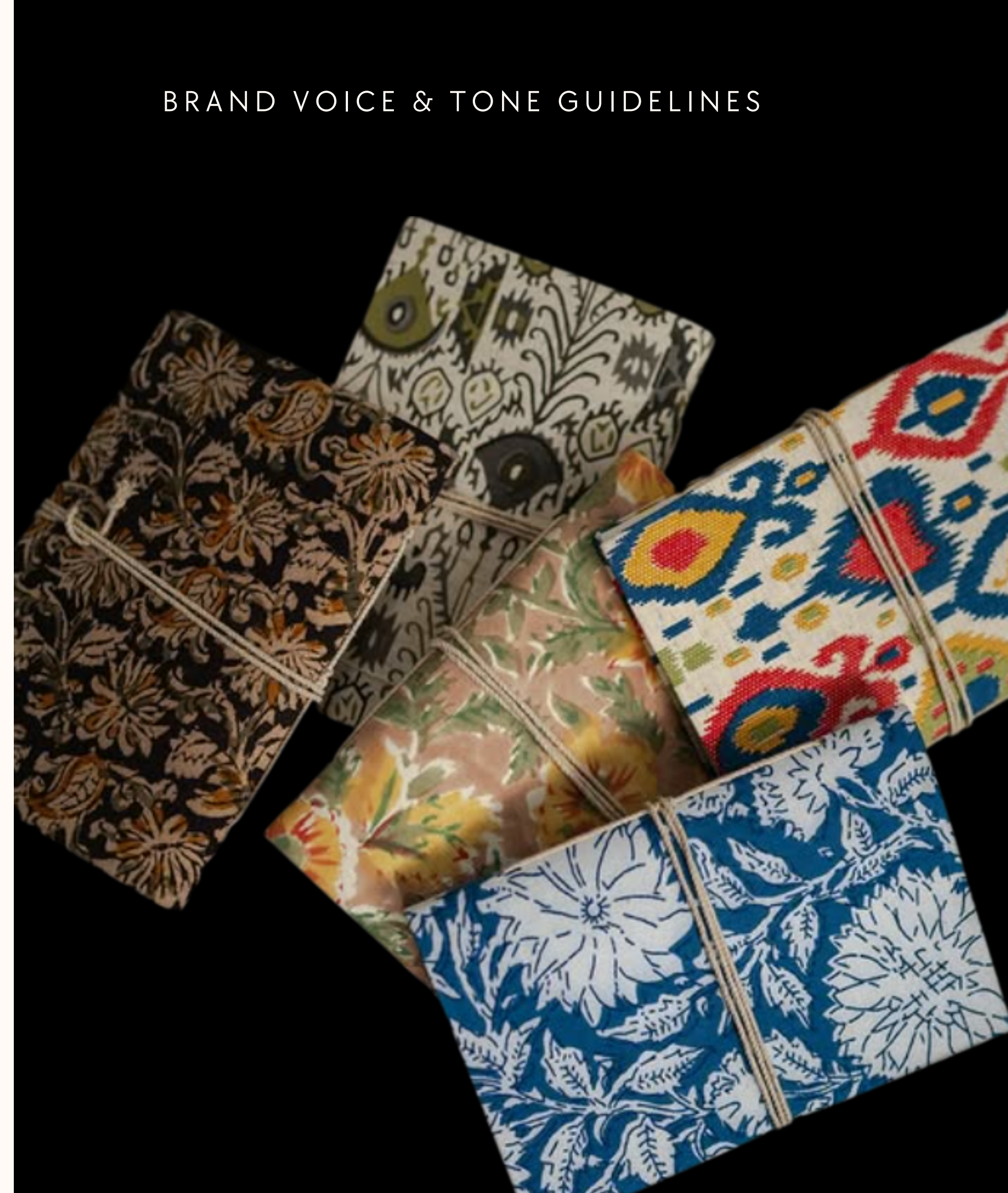
"This isn't just paper. It's where your rituals take shape, one page at a time."

- **Website → Premium & descriptive**

"Crafted with ikat fabrics, this journal brings artisanal heritage into your everyday life."

- **DMs & Comments → Warm & conversational**

"Thank you for choosing us 🧡 We can't wait to see what stories you'll write."





TYPOGRAPHY SAMPLE 1

THE HEADER IS PLAYFAIR DISPLAY (BOLD)

Body Copy set in Lato Regular. Crafted with eco-friendly paper and artisanal covers, The Paper Collective notebooks are designed to be more than stationery — they are companions for clarity, creativity, and everyday rituals.

Playfair Display → Elegant, editorial, premium (works beautifully for lifestyle/artisanal brands).



TYPOGRAPHY SAMPLE 2

THE HEADER IS EB GARAMOND (MEDIUM ITALIC)

Body Copy set in Source Sans Pro Regular.
Inspired by heritage craftsmanship and rooted
in mindful design, these notebooks turn simple
pages into spaces for your growth, self-
expression, and creativity.

EB Garamond → Heritage-rich, timeless, classic feel
(great for headings).

TYPOGRAPHY SAMPLES FOR HEADINGS

THE PAPER COLLECTIVE
The Paper Collective

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BRAND COLORS

Color Palette

#050A30

#EAE3D6

#7C4A2D

#C7C2AE

#1B1B1B

#F9F7F4

<u>#182722</u>	<u>#E8DDC7</u>	<u>#050A30</u>	<u>#FFE4BD</u>
<u>#2B1511</u>	<u>#B6B099</u>	<u>#7C4A2D</u>	<u>#FAF8F3</u>
<u>#000000</u>	<u>#FAF8F3</u>	<u>#1B1B1B</u>	<u>#F2FFBD</u>

A woman in a red patterned sari is shown from the side, holding a blue notebook with a pen. The background is a blurred indoor setting with a potted plant and another person in the distance.

Pages Woven
with Tradition

A woman in a red sari is lying down, reading a red notebook. She is smiling and looking towards the camera. The background is a warm, yellowish wall.

Every Page,
A New Ritual

More than just a notebook — a mindful space for
your thoughts, reflections, and everyday stories.

Thank You